

Shopify 建站操作手册

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一、后台管理功能概述

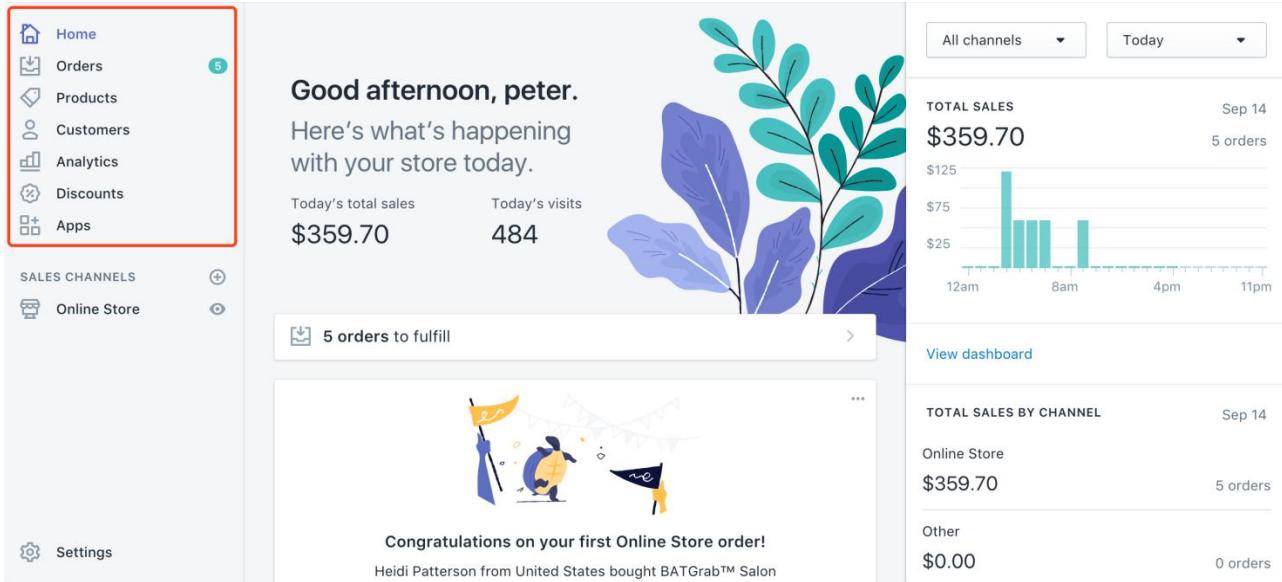
1. 基本单元管理
2. 店铺装修及内容管理
3. 网站整体设置

二、建站流程

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一、后台管理功能概述

1. 基本单元管理



Home : 首页店铺基本运营信息总览

Orders : 订单管理

Products : 产品管理，去掉附加产品税的选项

Customers : 客户信息管理（已下单或者订阅的客户）

Analytics : 运营数据分析，非常重要的运营数据，可以详细的看到流量来源，访问，PV，转换率等关键指标

Discounts : 电子优惠券管理（满减、折扣等），可应用于单个产品，也可应用于某个分类

Apps : Shopify 应用插件市场，有提升客户体验类的 App，有营销类的 App，很有意思的一个板块，需要大家自行探索、发挥

2. 店铺装修及内容管理

这个区块的所有功能都是和店铺展示内容有直接关系的

The screenshot shows the Shopify Admin dashboard. On the left, there's a sidebar with various sections: Home, Orders, Products, Customers, Analytics, Discounts, and Apps. Below that is a 'SALES CHANNELS' section with 'Online Store' selected, which has sub-options: Themes, Blog posts, Pages, Navigation, Domains, and Preferences. A red box highlights the 'Themes' option. At the top right, there's a 'Themes' heading with a 'View your store' button, an 'Upload theme' button, and a 'Current theme' section. The current theme is 'Theme-Export-Www-Trgrab-Com-Theme -Export-Acgra', last edited yesterday at 5:34pm. To the right of this is a preview of the theme, showing a product page for a 'SALON PROFESSIONAL STEAM HAIR STRAIGHTENER'. The preview includes a main product image, a mobile view, and some descriptive text about the product.

Themes : 店铺主题(模版) , 整个店铺的装修都是在这里控制

Blog posts : 网站博客 , 有好的内容想展示给客户可以通过博客的形式展示 , 和软文类似

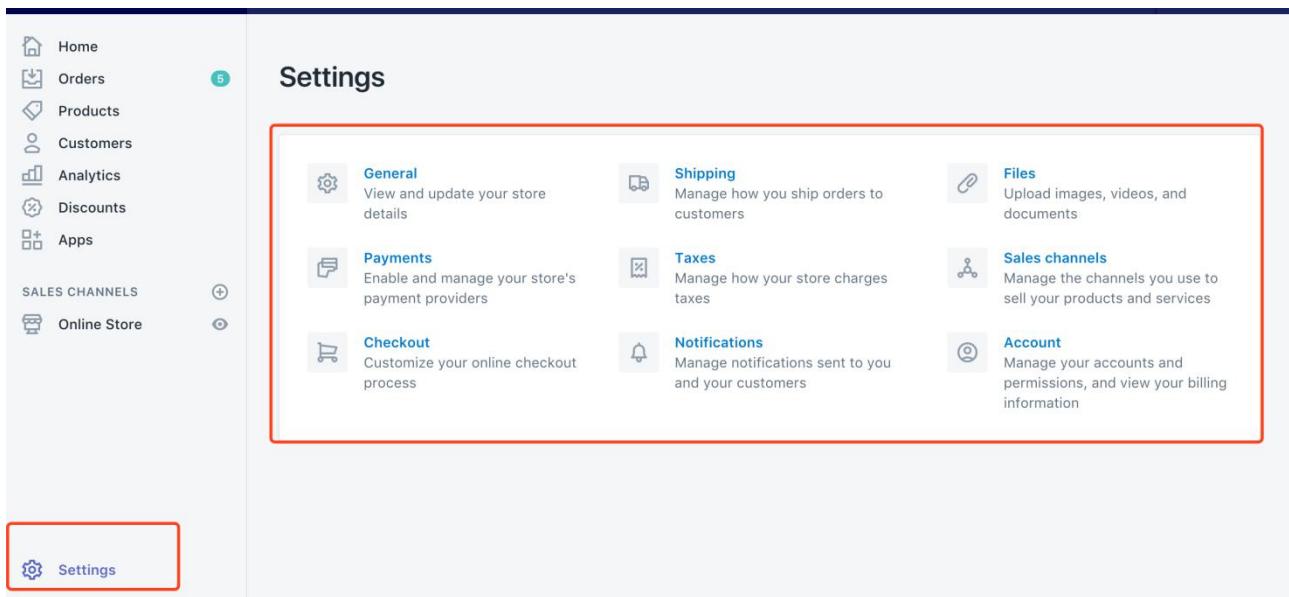
Pages : 网站页面管理 , 这里的页面一般是条款类页面 , 比如退换货政策、关于我们 , 联系我们

Navigation : 网站导航 , 即菜单栏 , 这一块的操作下面会细说。

Domains : 域名申请以及相关设置 , shopify 店铺注册后默认是使用 shopify 的子域名 , 在网站正式上线之前需要注册一个单独的域名以便于后续的推广。

Preferences : 网站的一些基本配置 , facebook 像素以及 google GA 都是填在这里。

3. 网站整体设置



Settings 里面的功能是关于网站全局设置的

General：一般项里面除了店铺名称不要修改其它信息，可能会导致网站异常

Shipping：设置网站运费规则，例如各区域对应的邮费，或者满足什么条件之后少包邮

Files：一般用不到

Payments：收款渠道公司会统一设置好，不需要任何配置也不要修改

Taxes：税费，用不到

Sales channels：销售渠道，暂时用不到

Checkout：即客户下单流程设置，下面会详细讲解如何配置

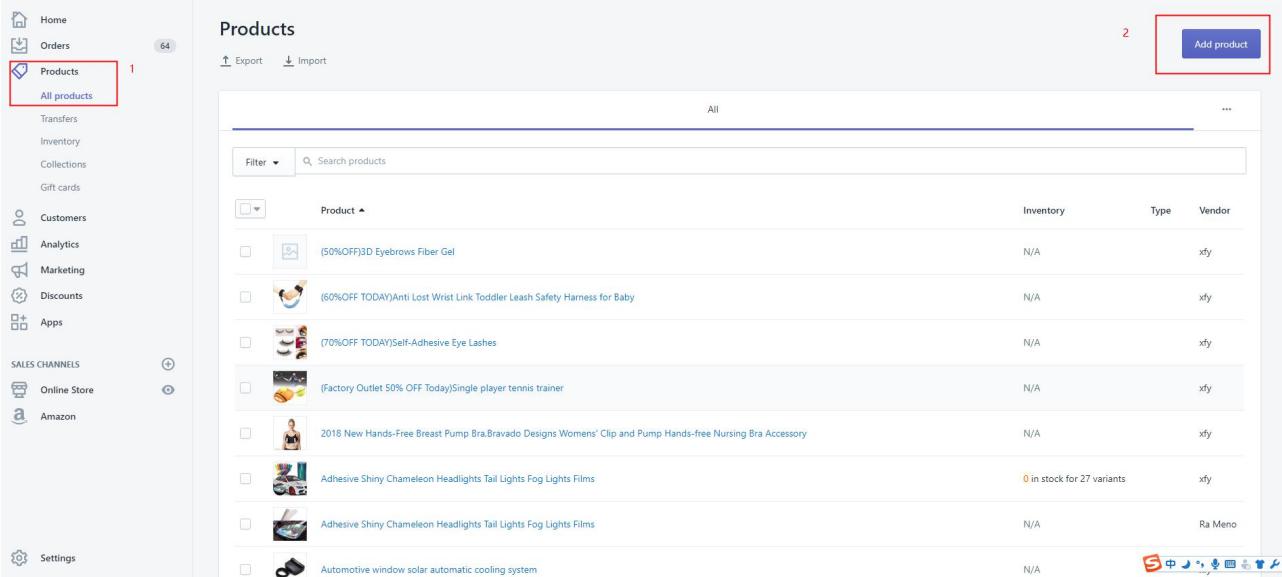
Notifications：管理通知，在客户触发对应的行为后，进行通知发送

Account：账户信息，一般用不到，不要随意更改，可能导致网站异常

二、建站流程

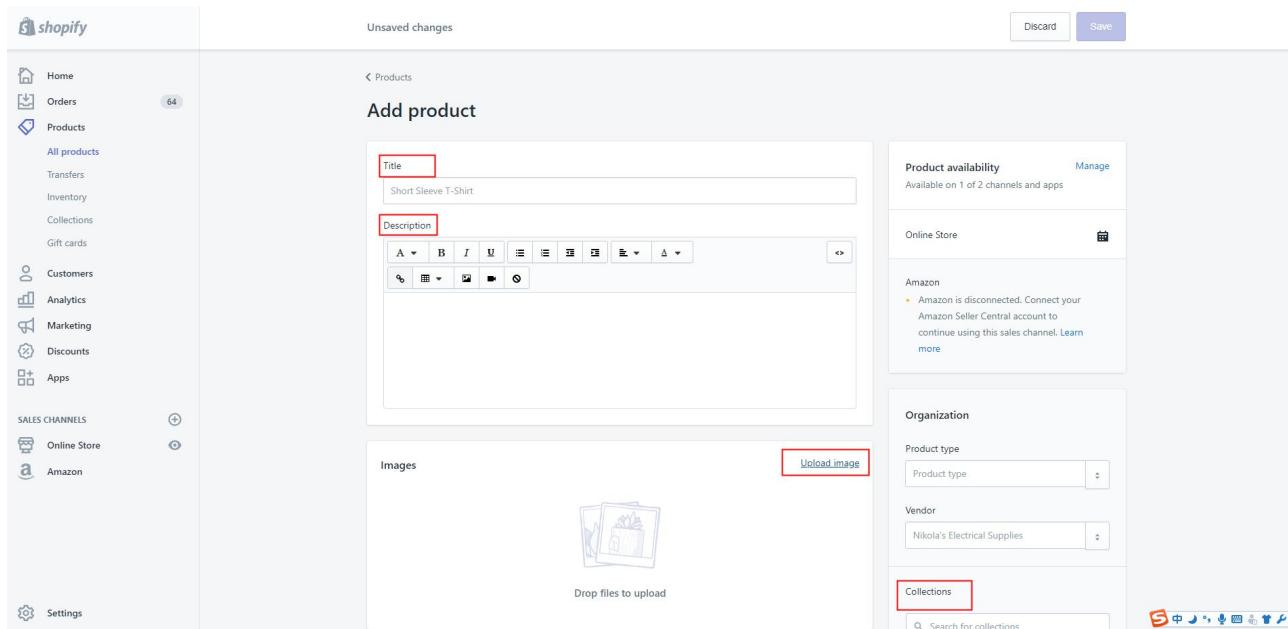
1. 产品上传

1. 点击 Products, 再点击 Add product.



The screenshot shows the Shopify Admin interface under the 'Products' section. On the left is a sidebar with various navigation links like Home, Orders, Products (which is selected and highlighted with a red box), All products, Transfers, Inventory, Collections, Gift cards, Customers, Analytics, Marketing, Discounts, Apps, Sales Channels (Online Store, Amazon), and Settings. The main area is titled 'Products' and shows a list of products with columns for Product, Inventory, Type, and Vendor. A red box highlights the 'Add product' button in the top right corner of the list area. There are also 'Export' and 'Import' buttons at the top.

2. 制作详情页：Title: 添加标题。Description: 添加商品详情（正文）。Upload image: 上传产品主图。Collections: 选择该产品显示在前端的分类。



The screenshot shows the 'Add product' page in the Shopify Admin. The left sidebar is identical to the previous screenshot. The main form has several sections: 'Title' (containing 'Short Sleeve T-Shirt'), 'Description' (with rich text editor), 'Images' (with a placeholder for 'Drop files to upload' and a 'Upload image' button), 'Product availability' (listing 'Available on 1 of 2 channels and apps'), 'Online Store' (with a note about Amazon being disconnected), 'Amazon' (with a note about connecting to Amazon Seller Central), 'Organization' (with 'Product type' and 'Vendor' fields), and 'Collections' (with a 'Search for collections' input). A red box highlights the 'Title' field. The 'Save' button is visible in the top right corner of the form area.

3. Price: 填写产品的售卖价。Compare at price: 产品原价。

The screenshot shows the Shopify admin interface for product pricing. On the left sidebar, under 'Products', there are sections for Home, Orders, Products (with 64 items), All products, Transfers, Inventory, Collections, and Gift cards. Under 'Customers', there are sections for Analytics, Marketing, Discounts, and Apps. Under 'SALES CHANNELS', there are sections for Online Store and Amazon. At the bottom, there is a 'Settings' section. The main content area is titled 'Pricing' and contains fields for 'Price' (\$0.00), 'Compare at price' (\$), 'Cost per item' (\$), and a checkbox for 'Charge taxes on this product'. Below this is the 'Inventory' section with fields for 'SKU (stock keeping unit)', 'Barcode (ISBN, UPC, GTIN, etc.)', 'Inventory policy' (Shopify tracks this product's inventory), 'Quantity' (0), and a checkbox for 'Allow customers to purchase this product when it's out of stock'. The final section is 'Shipping', which includes a checkbox for 'This is a physical product'. At the bottom right of the page are language and currency selection buttons.

4. Add variant : 点击进去变量编辑

The screenshot shows the Shopify admin interface for adding a product variant. The left sidebar is identical to the previous screenshot. The main content area has several sections: 'WEIGHT' (used to calculate shipping rates at checkout, weight 0.0 kg), 'INTERNATIONAL CUSTOMS' (HS tariff code), 'FULFILLMENT SERVICE' (Manual), 'Variants' (button highlighted with a red box), and 'Search engine listing preview' (Edit website SEO). At the bottom right are 'Cancel' and 'Save product' buttons, along with language and currency selection buttons.

5. Option name: 产品变量的名字,如：数量、颜色、大小

Option values: 产品的变量。

Price: 产品的售卖价。

SKU : 产品的 SKU 码 (很重要一定不能填写错误。当编码更改的时候，产品页面要及时更改)

shopify

Home Orders Products 64 All products Transfers Inventory Collections Gift cards Customers Analytics Marketing Discounts Apps SALES CHANNELS Online Store Amazon Settings

Unsaved changes

Cancel Discard Save

Variants

Add variants if this product comes in multiple versions, like different sizes or colors.

Option name	Option values
Quantity	1pcs × 2pcs ×
Color	red × green ×

Add another option

Modify the variants to be created:

Variant	Price	SKU	Barcode	Inventory
<input checked="" type="checkbox"/> 1pcs × red	0.00			0
<input checked="" type="checkbox"/> 1pcs × green	0.00			0
<input checked="" type="checkbox"/> 2pcs × red	0.00			0
<input checked="" type="checkbox"/> 2pcs × green	0.00			0

Search engine listing preview Edit website SEO

Products 里面可以查看到所有产品

Home Orders Products 16 All products Transfers Inventory Collections Gift cards Customers Analytics Discounts Apps SALES CHANNELS Online Store Settings

<input type="checkbox"/>		Anti-Cellulite Vacuum Cup	N/A	Health & Beauty	batgrab
<input type="checkbox"/>		Anti-Smoke Magnetic Patch	N/A	Health & Beauty	batgrab
<input type="checkbox"/>		BATGrab™ Reusable Magnetic False Eyelashes	N/A	Health & Beauty	batgrab
<input type="checkbox"/>		BATGrab™ Salon Professional Steam Hair Straightener - 50% OFF TODAY	N/A	Health & Beauty	batgrab
<input type="checkbox"/>		Flying Magic Trick Disk	N/A	Creatives & Gifts	batgrab
<input type="checkbox"/>		Guard Roller	N/A	Creatives & Gifts	batgrab
<input type="checkbox"/>		Hard Wax Beans - Lavender	N/A	Health & Beauty	batgrab
<input type="checkbox"/>		Magic Grill Mat (set of 2)	N/A	Home & Garden	batgrab
<input type="checkbox"/>		Magic Toy Truck	N/A	Creatives & Gifts	batgrab

2. Collection

Collection 的作用在本网站中的作用是对产品进行归类，以及网站导航栏的菜单组织

The screenshot shows the Shopify admin interface under the 'Products' section. On the left sidebar, 'Collections' is highlighted with a red box. The main area displays a table of products with columns for Product, Inventory, Type, and Vendor. The products listed are:

Product	Inventory	Type	Vendor
Adjustable Strapless Extreme Lift Bra	N/A	Health & Beauty	batgrab
Anti-Cellulite Vacuum Cup	N/A	Health & Beauty	batgrab
Anti-Smoke Magnetic Patch	N/A	Health & Beauty	batgrab
BATGrab™ Reusable Magnetic False Eyelashes	N/A	Health & Beauty	batgrab

填写标题，即分类名称

The screenshot shows the 'Create collection' page in the Shopify admin. The 'Title' field contains 'Mobile Accessories' and is highlighted with a red box. The 'Description' field is empty. On the right, there are sections for 'Sales channels' (Online Store) and 'Collection image' (Upload image).

Conditions 设置 collections 的应用规则：

Manually select products : 手动添加产品到这个 collection

Automatically select products based on conditions : 根据条件自动添加产品到 collection

Products must match : 1-all conditions (产品满足以下所有条件则自动添加) 2-any conditions (产品满足以下任意条件则自动添加)

The screenshot shows the Shopify admin interface under the 'Collections' section. A red box highlights the 'Conditions' configuration area. It contains two radio button options: 'Manually select products (you will be able to select products on the next page)' and 'Automatically select products based on conditions'. The second option is selected. Below this, it says 'Products must match: all conditions' (which is also highlighted by a red box). There is a dropdown menu set to 'Product title' with a dropdown value 'is equal to' and an empty input field. A button 'Add another condition' is visible. At the bottom, there is a 'Search engine listing preview' section with a placeholder 'Add a description to see how this collection might appear in a search engine listing.' and a 'Edit website SEO' link. The top right has 'Cancel' and 'Save' buttons.

这里提供了非常灵活的组织形式，一般常用的是 *Product Type* (前面要求大家在添加产品时就设置好 *Product Type*，这里就会非常省事)。

This screenshot is similar to the previous one but shows a dropdown menu expanded over the 'Product title' field. The menu lists several product attributes: Product title (which is checked), Product type, Product vendor, Product price, Product tag, Compare at price, Weight, Inventory stock, and Variant's title. The 'Product title' option is highlighted with a red box. The rest of the interface is identical to the first screenshot, including the 'Conditions' section, the 'Search engine listing preview' section, and the top right buttons.

例如我想把所有 *Product type* 为 *Car Accessories* 的产品加入到这个 *Collection*，这样设置就可以了，设置好以后保存。

shopify

Unsaved collection

Cancel Save

Conditions

Manually select products (you will be able to select products on the next page)
 Automatically select products based on conditions

Products must match: all conditions any condition

Product type is equal to Car Accessories

Add another condition

Search engine listing preview Edit website SEO

Add a title and description to see how this collection might appear in a search engine

Home Orders Products All products Transfers Inventory Collections Gift cards Customers Analytics Discounts Apps Online Store Settings

Home Orders Products All products Transfers Inventory Collections Gift cards Customers Analytics Discounts Apps Online Store Settings

Filter collections Search collections

Title	Product conditions
Health & Beauty	Product type is equal to Health & Beauty
Home page	—
Car Accessories	Product type is equal to Car Accessories
Mobile Accessories	Product type is equal to Mobile Accessories
Creatives & Gifts	Product type is equal to Creatives & Gifts
Home & Garden	Product type is equal to Home & Garden

3. Navigation

Navigation 是整个网站的导航菜单，包括页头导航和页脚导航。

The screenshot shows the homepage of the BATGRAB website. At the top, there is a black banner with the text "FREE SHIPPING FOR ORDERS OVER \$29 TODAY!" and two small icons. Below the banner, the header includes "SHOP ▾ ABOUT US FAQ CONTACT US" on the left and "LOG IN" on the right. A red box highlights the "SHOP" dropdown menu. To the right of the header is the brand name "BATGRAB". The main content features a product image of a black steam hair straightener on the left and a profile picture of a woman with long red hair on the right. Below the images, there is a promotional section for the "SALON PROFESSIONAL STEAM HAIR STRAIGHTENER" with a "50% OFF TODAY" offer. To the left of the promotional text is a sidebar with categories: Health & Beauty, Home & Garden, Creatives & Gifts, Car Accessories, and Mobile Accessories. At the bottom of the page is a navigation bar with links like 应用, Bookmarks, Python, Amazon, PHP, JQuery, Shopify, Git, Common, zhihu, UED, RN, 资讯, 1688, 产品开发, and 其他书签.

The screenshot shows the footer of the BATGRAB website. It is divided into several sections: "ABOUT" (About Us, Contact Us, FAQ), "POLICY" (Privacy Policy, Return Policy, Payment Method), and "PAYMENT" (PayPal). The footer also includes copyright information: "© 2017, batgrab" and "Theme by Safe As Milk. Powered by Shopify".

创建 Navigation

Navigation

Menus

Title	Menu items
About	About Us, Contact Us, FAQ
Footer menu	About Us, Contact Us, FAQ, Payment Method, Privacy Policy (+1 other)
Main menu	Shop, About Us, FAQ, Contact Us
Policy	Privacy Policy, Return Policy, Payment Method
Shop	Health & Beauty, Home & Garden, Creatives & Gifts, Car Accessories, Mobile Accessories

Add menu

标题以及添加菜单项

Main menu

Title

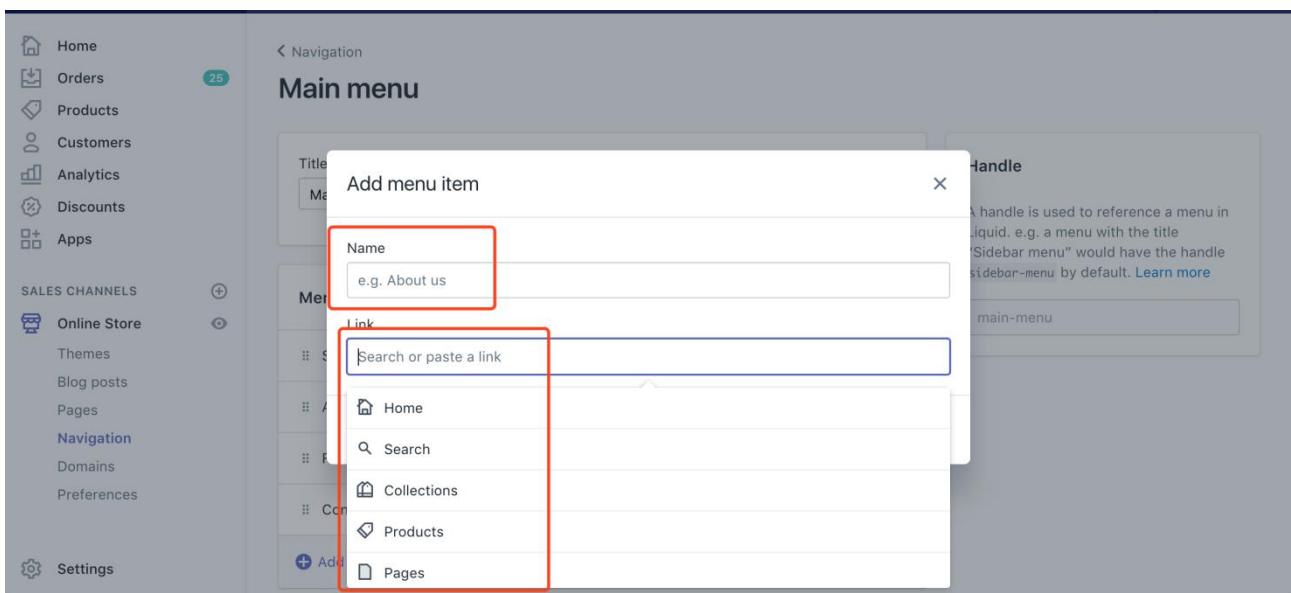
Main menu

Handle

main-menu

Add menu item

菜单项的名字，以及点击后跳转到哪里去（呈现什么内容），里面可以看到有 *collection* 在里面，*collection* 关联到菜单项后就可以作为产品的分类导航，便于客户浏览。菜单项个人根据实际需求去组织。



4. Pages

page 的作用是创建网站除产品、*collection* 之外的说明性页面，例如网站条款、退换货政策、关于我们、联系我们等等。

The screenshot shows the Shopify Admin's pages list. On the left, there's a sidebar with links like Home, Orders, Products, Customers, Analytics, Discounts, and Apps. Under 'SALES CHANNELS', 'Online Store' is selected, showing sub-links for Themes, Blog posts, Pages, Navigation, Domains, and Preferences. The main area is titled 'Pages' and shows a list of existing pages. A modal window titled 'Add page' is open in the top right. The list includes: 'About Us' (Last Modified: Tuesday at 10:03pm), 'Contact Us' (Last Modified: Wednesday at 5:24pm), 'FAQ' (Last Modified: Tuesday at 10:17pm), and 'Payment Method' (Last Modified: Tuesday at 11:10pm). The 'Pages' link in the sidebar is highlighted with a red box, and the 'Add page' button in the modal is also highlighted with a red box.

Page 的创建操作非常简单，这里就不做详细讲解了，利用好排版功能就好了（类似于 *word*）。

About Us

View

Page details

Title: About Us

Content

At Your BATGrab, your happiness & exquisite fashion is our #1 priority.
We believe that accessories are a powerful statement of individual style and identity.

The BATGrab crew are crazy about our iPhone gadgets and accessories. We have used them all, from unbreakable cables, to magnificently designed accessory pieces , to funky camera lenses. We decided to source all over the world to give you the products that we have enjoyed the most to compliment our iPhone usage.

Trust our team of experts to help you stay ahead of the curve, and always be on the cutting edge of technology. Join our product revolution as we continuously challenge what is possible in your life and help bring accessories worldwide.

Visibility

Visible (as of 2017-09-12 10:03pm CST)
 Hidden

Set a specific publish date

Template

Select a template for this page.

Template suffix: page

5. 域名

域名可以直接通过 shopify 购买并激活使用

xxxxx.myshopify.com 这是 shopify 分配的二级域名，不要用做网站推广。

可以按自己的想法购买一个对外推广投放广告的域名。

Redirect all traffic to this domain: 所有访问网站的域名都跳转到 Primary domain。

Home
Orders (25)
Products
Customers
Analytics
Discounts
Apps

Online Store
Themes
Blog posts
Pages
Navigation
Domains
Preferences

Buy new domain

Domains

Connect existing domain

Set your primary domain

Your primary domain is the one you want customers and search engines to see.

Primary domain: batgrab.com
 Redirect all traffic to this domain
This will redirect traffic from all your domains to the single primary domain.

Save

Manage domains

You can manage email forwarding, renew domains you've purchased and remove domains from your store.

Domain	Status
batgrab.myshopify.com	OK
batgrab.com	OK Expires on September 12, 2018

6. 主题（模版）

由于各个主题模版的设置都不相同，所以这里不做详细的讲解。

大家只要知道所有和页面排版、样式以及内容都在主题里面进行控制，遇到具体问题具体讲解。

The screenshot shows the Shopify admin interface under the 'Themes' section. On the left, there's a sidebar with navigation links like Home, Orders, Products, Customers, Analytics, Discounts, and Apps. Below that is a 'SALES CHANNELS' section with Online Store, Themes, Blog posts, Pages, Navigation, Domains, and Preferences. At the bottom is a 'Settings' link. The main area is titled 'Themes' and shows the 'Current theme'. It displays a preview of the theme with a red box around the 'Customize' button. The preview includes a desktop view and a mobile view of a hair straightener product page.

7. Checkout 设置

Checkout 即客户下单页设置，请严格按照以下截图进行设置。

The screenshot shows the Shopify admin interface under the 'Settings' section. The sidebar is identical to the previous one. The main area is titled 'Settings' and contains several sections: General, Shipping, Payments, Taxes, Notifications, Files, Sales channels, and Account. A red box highlights the 'Checkout' section, which is described as 'Customize your online checkout process'.

Home Orders 26 Products Customers Analytics Discounts Apps

SALES CHANNELS Online Store

Settings

Customer accounts
Choose if you want to prompt your customer to create an account when they check out.

Accounts are disabled
Customers will only be able to check out as guests.

Accounts are optional
Customers will be able to check out with a customer account or as a guest.

Accounts are required
Customers will only be able to check out if they have a customer account.

Customer contact
Choose which contact methods your customers can check out with.

Customers can check out using either their phone number or email
Customers who choose to check out using their phone number will get order updates by SMS. This means that their email may not be collected during checkout.

Customers can only check out using email

Form options
Choose whether your checkout form requires extra information from your customer.

Full name

Require last name only

Require first and last name

Company name

Home Orders 26 Products Customers Analytics Discounts Apps

SALES CHANNELS Online Store

Settings

extra information from your customer.

Require first and last name

Company name

Hidden

Optional

Required

Address line 2 (apartment, unit, etc.)

Hidden

Optional

Required

Shipping address phone number

Hidden

Optional

Required

Order processing

While the customer is checking out

8. Shipping 设置

Shipping 即运费设置

运费设置可以针对单个或多个国家以及全球进行运费规则设置。

The screenshot shows the Shopify admin interface under the 'Settings' tab. On the left sidebar, 'Settings' is highlighted with a red box. In the main content area, the 'Shipping' section is also highlighted with a red box. Other sections like General, Payments, Checkout, Taxes, Notifications, Files, Sales channels, and Account are visible but not selected.

The screenshot shows the 'Shipping' settings page. It displays three main sections: 'Countries', 'Price based rates', and 'Weight based rates'. The 'Price based rates' section is highlighted with a red box. It lists two shipping rules:

Name	Range	Rate amount	Action
Standard Shipping	\$0.00 – \$28.99	\$5.99	Edit X
Free Shipping Over \$29	\$29.00 and up	Free	Edit X

The 'Countries' and 'Weight based rates' sections are also shown but not selected.

Countries : 基于国家设置

Price based rates : 基于订单价格设置

Weight based rates : 基于订单产品重量设置

目前我们常用的是基于订单价格设置，比如订单金额满多少包邮，没有满则收取一定运费。

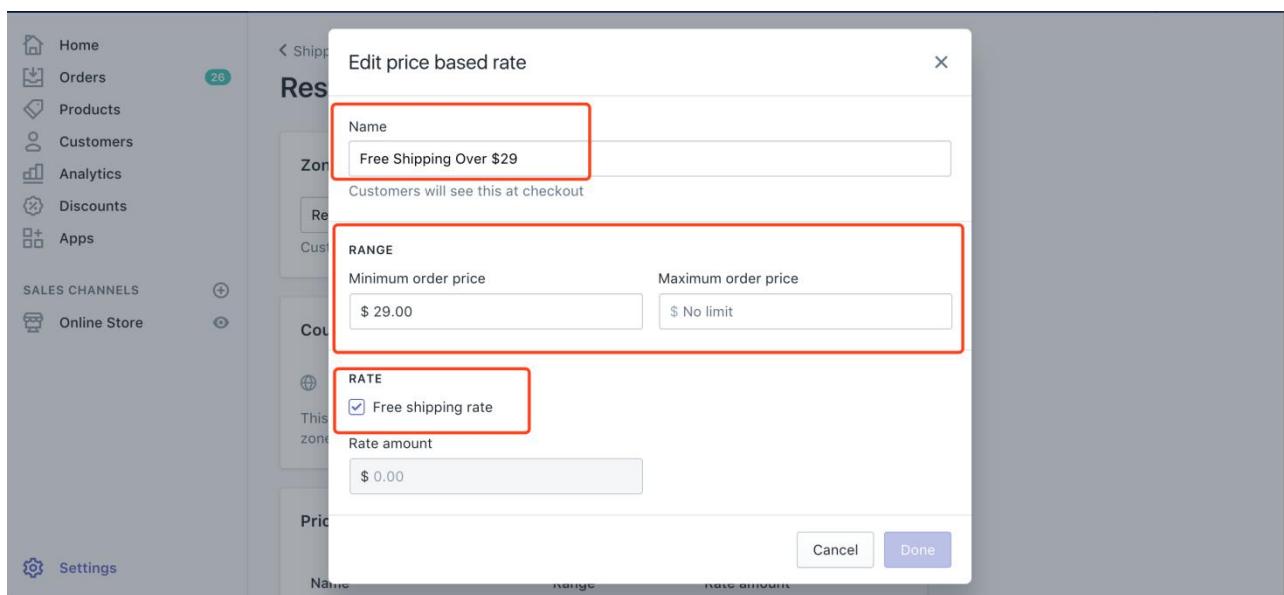
举例：以下是满 29 美金包邮的设置方式

注意 Name：取的名字会显示在客户结算页面，所以不要随便乱取。

以下的设置含义是，订单最小金额达到 29 美金，然后免运费。

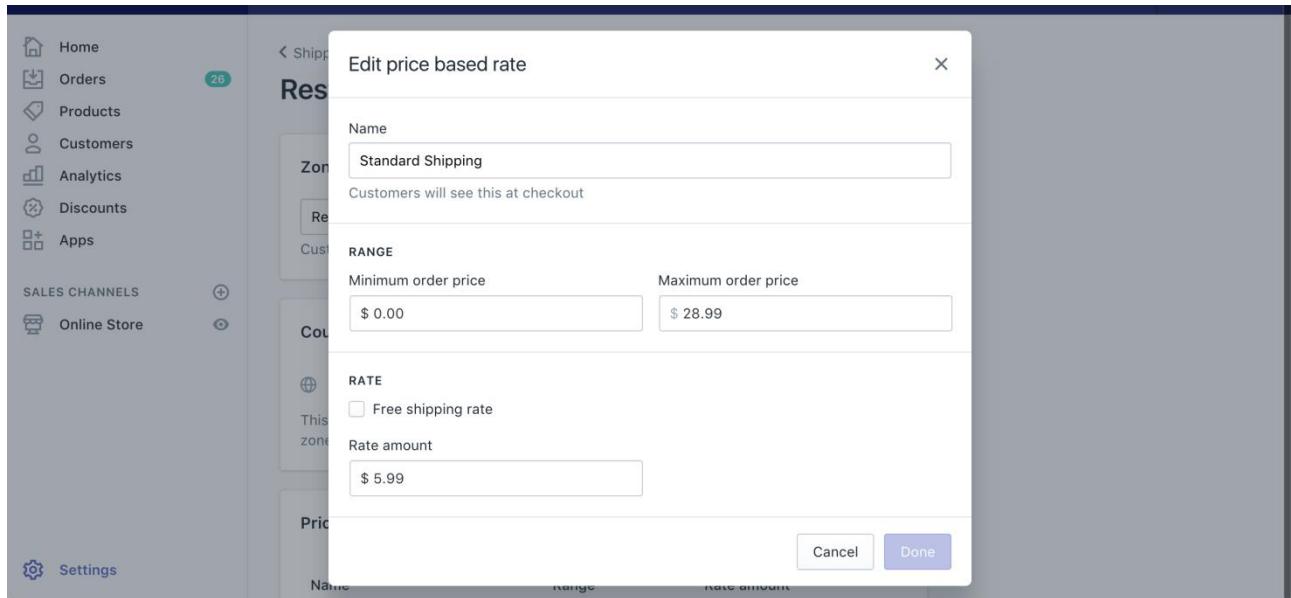
低于 29 美金的订单则不会触发该条款

物流的价格可以根据自己店铺的产品进行灵活调整，运费主要是用来提高单价的



The screenshot shows the 'Shipping zones' section. It lists 'DOMESTIC' shipping zones for China with rates: Standard Shipping (\$0.0 kg - 5.0 kg) at \$10.00 and Heavy Goods Shipping (5.0 kg - 20.0 kg) at \$20.00. Below this is the 'REST OF WORLD' zone, which includes 'Standard Shipping' (\$0.00 - \$28.99) at \$5.99 and 'Free Shipping Over \$29' for orders \$29.00 and up, marked as 'Free'. The 'Edit' button for the REST OF WORLD zone is highlighted with a red box.

同时我们再设置一个标准运费，即订单金额 ≤ 29 的情况，收取 5.99 美金的运费。
这样组合起来就达到了在我们网站购物 29 美金包邮的目的



9. Facebook 像素设置



把从 facebook 获取到的像素 ID 填入即可

The screenshot shows the Shopify Admin sidebar with various sections like Home, Orders, Products, Customers, Analytics, Discounts, Apps, Sales Channels, Online Store, and Settings. The 'Domains' section is highlighted with a red border. In the main content area, there's a 'Facebook Pixel' section with a red border. It contains a description of what Facebook Pixel does and a 'Facebook Pixel ID' field showing '297743920700502' with a 'change' link. There are also sections for 'Homepage meta description' and 'Google Analytics account'.

Homepage meta description 0 of 160 characters used

Enter a description to get a better ranking on search engines like Google

Google Analytics

Google Analytics enables you to track the visitors to your store, and generates reports that will help you with your marketing. [Learn more about Google Analytics.](#)

Google Analytics account ([how do I set this up?](#))

Paste your code from Google here

Facebook Pixel

Facebook Pixel helps you create ad campaigns to find new customers that look most like your buyers. [Learn more about Facebook Pixel.](#)

Facebook Pixel ID
297743920700502 [change](#)

10. 店铺名设置

The screenshot shows the Shopify admin interface under the 'Settings' tab. On the left sidebar, there are links for Home, Orders, Products, Customers, Analytics, Discounts, and Apps. Under 'SALES CHANNELS', there is an 'Online Store' link. At the bottom of the sidebar is a 'Settings' link. The main content area is titled 'Settings'. A red box highlights the 'General' section, which contains the sub-sections: General, Shipping, Files, Payments, Taxes, Sales channels, Checkout, Notifications, and Account.

Section	Description
General	View and update your store details
Shipping	Manage how you ship orders to customers
Files	Upload images, videos, and documents
Payments	Enable and manage your store's payment providers
Taxes	Manage how your store charges taxes
Sales channels	Manage the channels you use to sell your products and services
Checkout	Customize your online checkout process
Notifications	Manage notifications sent to you and your customers
Account	Manage your accounts and permissions, and view your billing information

The screenshot shows the 'General' settings page. The left sidebar includes Home, Orders, Products, Customers, Analytics, Discounts, Apps, and Online Store. The 'Settings' link is also present. The main title is 'General'. Under 'Store details', it says 'Shopify and your customers will use this information to contact you.' There is a 'Store name' field containing 'BatGrab', which is highlighted with a red box. Below it are fields for 'Account email' (Hildegarde65Gage@gmail.com) and 'Customer email' (Hildegarde65Gage@gmail.com). In the 'Store address' section, there are fields for 'Legal name of business', 'Phone' (18679187590), and 'Street'.

Field	Value
Store name	BatGrab
Account email	Hildegarde65Gage@gmail.com
Customer email	Hildegarde65Gage@gmail.com
Legal name of business	[Empty]
Phone	18679187590
Street	[Empty]

11. 货币设置

The screenshot shows the 'Standards and formats' section of the Shopify settings. On the left, there's a sidebar with links like Home, Orders, Products, Customers, Analytics, Discounts, and Apps. Under 'SALES CHANNELS', there's an 'Online Store' link. The main area has a heading 'Standards and formats' with a description: 'Standards and formats are used to calculate product prices, shipping weights, and order times.' It includes sections for 'Timezone' (set to '(GMT+08:00) Asia/Shanghai'), 'Unit system' (set to 'Metric system'), 'Default weight unit' (set to 'Gram (g)'), 'Currency' (set to 'United States Dollars (USD)'), and an optional 'Edit Order ID Format' section. A red box highlights the 'Currency' section. At the bottom right is a 'Save' button.

The screenshot shows the 'Settings' page with a sidebar containing Home, Orders, Products, Customers, Analytics, Discounts, and Apps under 'SALES CHANNELS'. The main area has a heading 'Settings' and a grid of nine items: 'General' (selected and highlighted with a red box), 'Shipping', 'Files', 'Payments', 'Taxes', 'Sales channels', 'Checkout', 'Notifications', and 'Account'. Each item has a small icon and a brief description. At the bottom right is a 'Save' button.